

BROOKLYN MAGAZINE



hello@bkmag.com

“

Brooklyn Magazine celebrates the culture, commerce, pomp and paradox of New York's most populous borough. There are a lot of little Brooklyns, and we are all a little Brooklyn.

Brian Braiker

President & Editor-In-Chief

LAUNCH WITH US

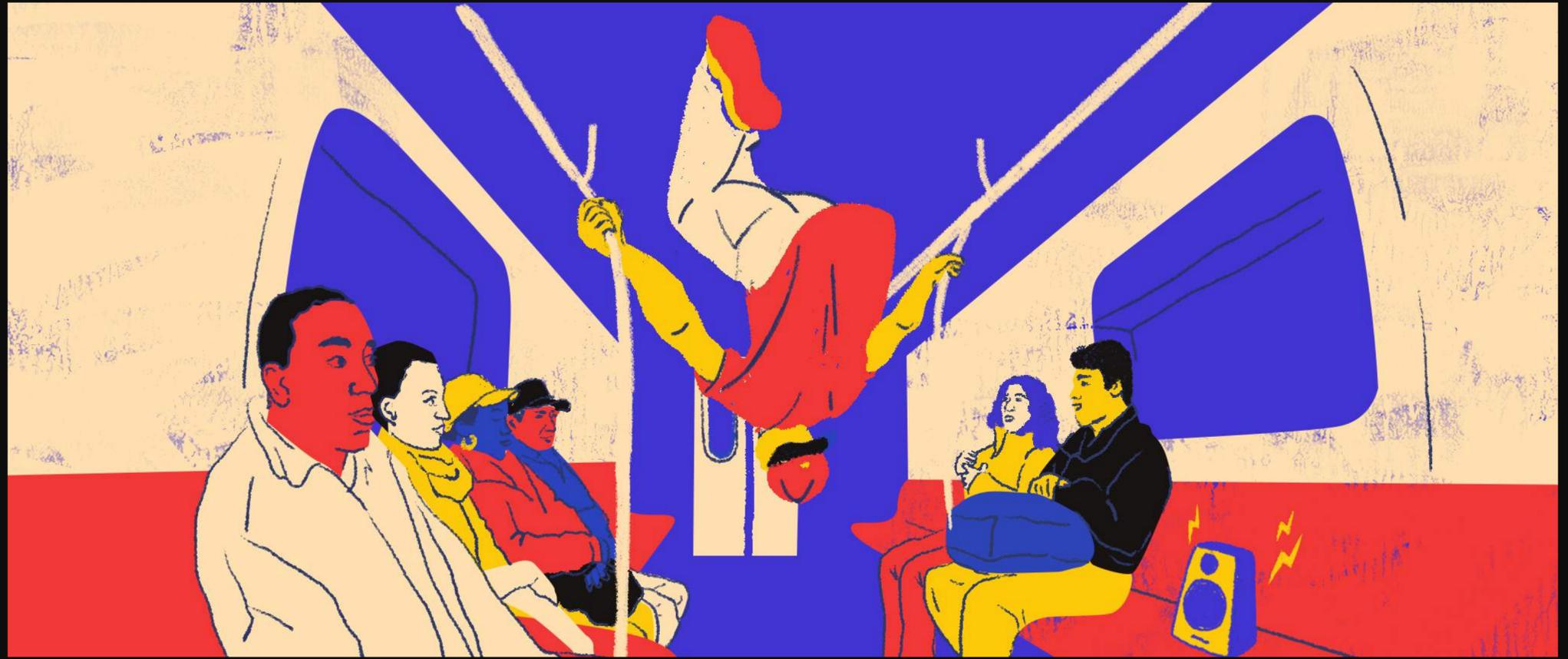
A new Brooklyn Magazine debuts in 2020 with a bold vision to elevate the voices and stories that speak to a borough and a nation in transition.

Join us in re-launching Brooklyn Magazine to amplify the people, institutions, businesses and ideas that emanate from within Brooklyn and reverberate beyond.





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THE NUMBERS

Brooklyn Magazine re-launches with a passionate community of fans, readers, subscribers and followers excited for the rebirth of our brand and the rebuilding of our community.



NEWSLETTER SUBSCRIBERS

450K

7/20, Source: ActiveCampaign

WEBSITE VISITORS

435K

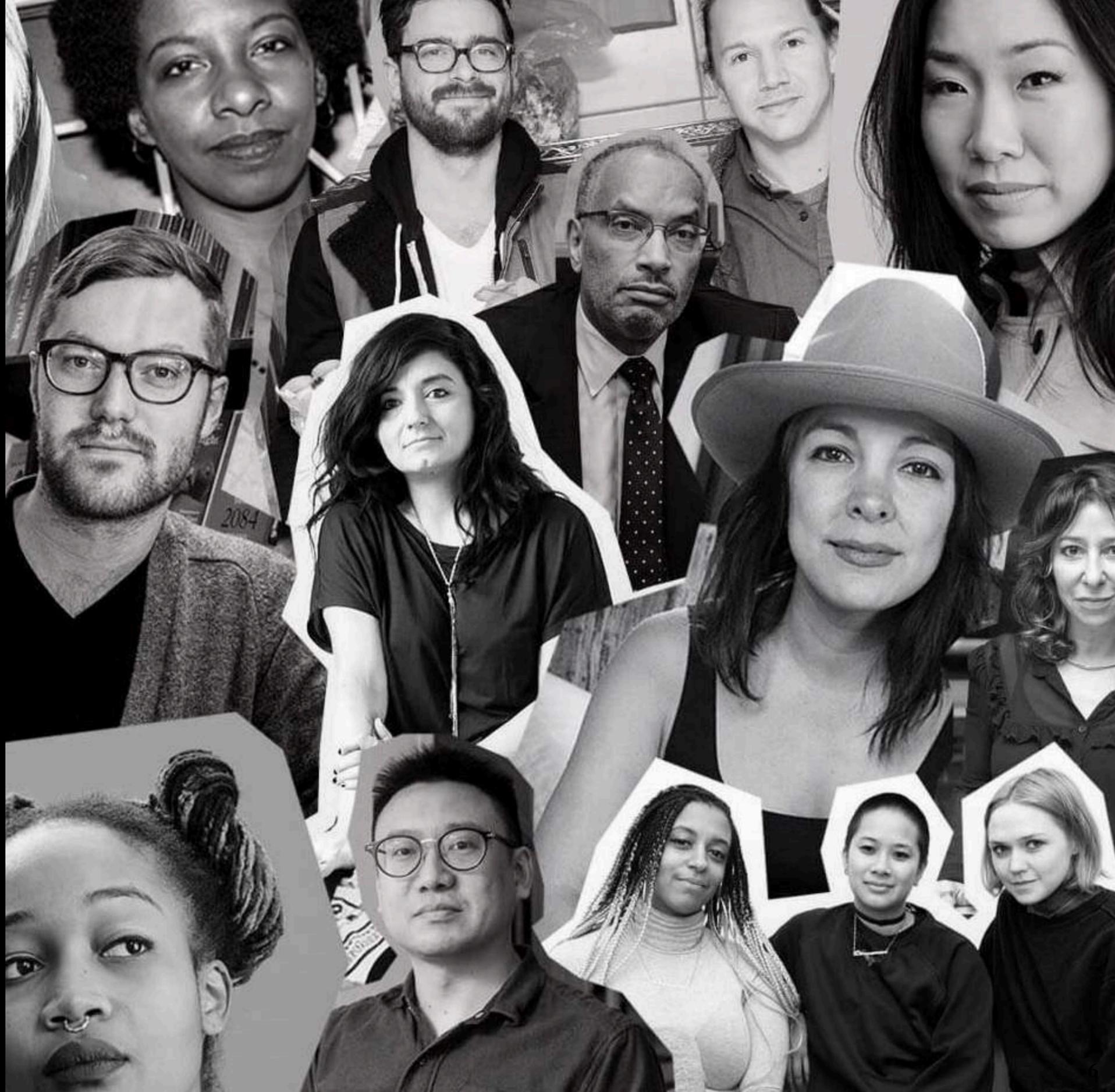
7/19-6/20, Source: Google Analytics

SOCIAL FOLLOWERS

160K

Source: Instagram, Facebook, Twitter, Pinterest

MEET OUR AUDIENCE



**YOUNG
18-36**

64.5% of our audience is made up of young, creative, mission-driven leaders who value life experiences.

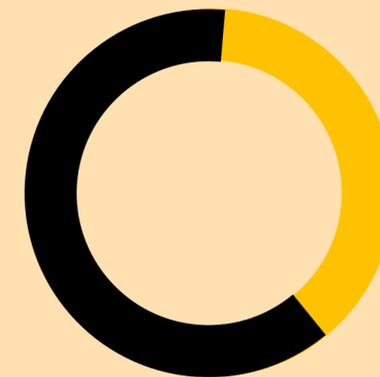
**INFLUENTIAL
76%**

Three-quarters of our newsletter subscribers say they “shape the opinions and choices of friends and family.”

**SMART &
SAVVY**

Our audience is educated and affluent, more likely to have graduate degrees (179i) and HHI over \$150k (133i).

♀
**FEMALE
54%**



♂
**MALE
46%**

Sources:
Google Analytics, YTD 2020
Quantcast, YTD 2020

PLATFORMS & CHANNELS

BKMAG.COM



The hub for all things Brooklyn culture, community and commerce, BKMAG.COM will be home to our original reporting, daily curated newsletter and weekly live-streamed podcast featuring influential local voices. Our reach network GREENPOINTS enables brands to reach our audience on and off our site.

DAILY NEWSLETTER



Dispatches from the better borough, crafted daily by Brooklyn Magazine's editors. Our newsletter will be essential reading for those who care about the vibrancy of Brooklyn life, with equal appeal to those drawn to Brooklyn culture, community and commerce.

WEEKLY PODCAST



Each episode will comprise an in-depth interview with a notable Brooklynite – be they celebrity, politician, personality, business icon or community leader. We will explore various aspects of Brooklyn culture, life and events, in addition to featuring inspiring, personal stories from each guest.

VIRTUAL COMMUNITY



More than 160,000 Brooklyn locals follow us on Instagram, Facebook and Twitter. Our editors engage in active management of our influential audience, posting content that inspires and engages our community in exploration, inspiration and conversation. Partner with us to leverage our homegrown influencer network.

BRANDED CONTENT

Brooklyn Magazine works with dynamic brands to co-create articles, illustrations, videos and experiences that inspire and motivate our readers, listeners and followers. Together, we partner with emergent local writers, producers, videographers and photographers to develop and produce premium original content and experiences.



OF BROOKLYN. FOR BROOKLYN. BY BROOKLYN.

We believe in community over competition, culture over coarseness and ideas over indifference.

Community

We believe in giving back to Brooklyn through our own work and beyond, in uplifting the people who live here and in celebrating the voices that won't get heard anywhere else.

Culture

We believe Brooklyn has grown into a global cultural powerhouse that remains rooted in the local community, which is itself ever-evolving.

Ideas

Here you will learn about the artists, entrepreneurs, leaders, musicians, chefs, dancers and more who are shaping the world beyond Brooklyn's borders.

**LAUNCH
WITH US**



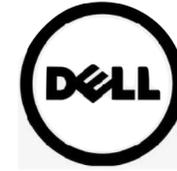
LAUNCH WITH US

Brooklyn Magazine's editors will collaborate with our Founding Partners to co-create authentic branded content and experiences across our website, newsletter, podcast and social properties that elevate their messages and images, achieve their marketing objectives, and highlight their support for our local community and the individuals we inspire across the country.

BKMAG SPONSORS 2011-2017

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Kellogg's



SHOWTIME

esurance™



NETFLIX

NESPRESSO.



Jess Ulman

IT'S SHOWTIME: PLATFORM IS A THEATRICAL SUBWAY PERFORMANCE YOU REALLY NEED TO SEE

(Art) | Jan. 01, 2020

On the New York Transit Museum's "show-and-tell for creative musings on mass transit," that everything happens at once.

By Oriana Leckert

MENU



Ryan Hanson



Unsplash



Unsplash

MOST CLICKS



1

(Community)

YOU CAN NOW RENT OUT SOLANGE KNOWLES' CARROLL GARDENS HOME

2

(Food + Drink)

5 NEW BROOKLYN DESTINATIONS FOR SUPERLATIVE SUMMER COCKTAILS

3

(Food + Drink)

NYC'S CULINARY PROFESSIONALS SHARE STORIES, TIPS ON COOKING AT HOME

4

(Art)

TOP 10 US CITIES WITH BROOKLYN BROKEN OUT

1.	New York (w/o Brooklyn)	5.6M
2.	Los Angeles	3.8M
3.	Chicago	2.7M
4.	BROOKLYN	2.5M
5.	Houston	2.1M
6.	Philadelphia	1.5M
7.	Phoenix	1.4M
8.	San Antonio	1.3M
9.	San Diego	1.3M
10.	Dallas	1.2M

Source: US Census, 2010



Sorry, Chicago: Brooklyn Will Soon Be The Third Largest City In America

COMPLEX

Brooklyn Will Soon Pass Chicago as the Third Largest City in America



The 3rd Largest City In The US Is Brooklyn... Wait... What?

**BROOKLYN
MAGAZINE**